



## **Analysis of LIS consultation results**

## Background

Coast to Capital is one of 38 Local Enterprise Partnerships across the UK. Our purpose is to shape regional economic priorities, support businesses and make investments that will drive growth. We are a small organisation with large ambitions for our area. With a total population of two million, our area boasts a strong economy worth £50.7 billion, making us the seventh largest local economy in England in 2016. The Coast to Capital area is a network of economic hubs each with its own distinct sense of identity – West Sussex, Greater Brighton and East Surrey. We also have strategic relationships with London LEAP in Croydon and South East LEAP in Lewes.

In July 2018 we published [Gatwick 360°](#), our new Strategic Economic Plan, which sets out our bold vision for the area by 2030. In it we describe our eight economic priorities to achieve our vision, providing strong local leadership and working to succeed together with our partners. Delivering the pledges we make in Gatwick 360° now forms a distinct programme for the organisation. This programme will help us negotiate a strong future relationship with Government for our area, through our Local Industrial Strategy.

### Gatwick 360° Strategic Economic Plan – Economic Priorities

Coast to Capital LEP has the ambitious vision to become the most dynamic non-city region in England and to be known around the world as a place to live, to grow and to succeed. To achieve this vision, the Local Enterprise Partnership has identified eight economic priorities to achieve this in our recently launched Gatwick 360° Strategic Economic Plan (SEP). The eight identified priorities are as follows:

1. Deliver prosperous urban centres
2. Develop business infrastructure and support
3. Invest in sustainable growth
4. Create skills for the future
5. Pioneer innovation in core strengths
6. Promote better transport and mobility
7. Improve digital network capability
8. Building a strong national and international identity

Coast to Capital works closely with a wide range of partners including our 17 local authorities, 3 universities and 9 colleges, and a broad range of public and private sector organisations.

### Coast to Capital's Local Industrial Strategy

Following the release of the Government's Industrial Strategy (IS) in 2017, each LEP was instructed to produce a Local Industrial Strategy (LIS) by March 2020. Each LIS will need to align with the *Five Foundations of Productivity* which are identified in the IS as: Ideas, People, Infrastructure, Place and Business Environment. It will also need to explore the

opportunities aligned with the *Four Grand Challenges* also set out in the IS which are Artificial Intelligence, Clean Growth, Mobility and Ageing Society.

In line with this and with the Gatwick 360° Strategic Economic Plan, Coast to Capital is considering the importance of place and is exploring the particular growth opportunities for the Brighton-Gatwick-London corridor, the towns around Gatwick airport, our coastal towns with Brighton as a key driver and our rural area.

At the heart of our growth plans are productivity, sustainability and inclusivity.

## **Objectives of the project**

Coast to Capital will be launching a public consultation for our LIS following our Annual General Meeting on 11 September 2019. We are seeking to commission a specialist research company to undertake the analysis of the consultation responses and produce a full report on findings.

The consultation will essentially ask respondents to help us test our draft evidence base for the LIS in order to identify the key issues that will determine our area's future productivity, building on the work started in Gatwick 360°. It is also an opportunity to promote the further stakeholder engagement we will be doing, beyond the public consultation, to form the final draft proposals of our LIS for negotiation with Government.

Specifically, respondents will be asked to review and comment on the findings of our full research programme and to offer any further evidence they feel should be considered as part of the final evidence base. It is anticipated, therefore that the substantive questions will largely be open (qualitative) rather than closed/choice based (quantitative) questions.

The consultation document, which is currently in development pending the outputs from our research programme, is expected to include the following, as an illustration:

### **Part 1 - Introduction**

- Contextual information about Coast to Capital LEP, the UK Industrial Strategy and the LIS and the purpose of the consultation
- Details of how and when to respond to the consultation

### **Part 2 - About you**

- Questions about the respondents (individual or organisation, type of organisation, size of organisation)

### **Part 3 - Strategic Opportunities**

- Summary information about the strategic opportunities for our area, following those set out in Gatwick 360°
- Q. Do respondents agree with the strategic opportunities?

#### **Part 4 - 5 Foundations of Productivity**

- Summary information about our research findings on each of the 5 Foundations of Productivity
- Q. Do respondents agree with our findings for each of the 5 Foundations of Productivity?
- Q. Do respondents have any further or alternative evidence they think we should consider?
- Summary information about our recommendations for each of the 5 Foundations of Productivity
- Q. Do respondents agree with our recommendations, based on the evidence? Respondents will be asked to include any evidence for alternative recommendations.

Note that given the need to assess each of the 5 Foundations of Productivity there will be five sub-sections for Part 4 of the consultation questionnaire, asking the same questions for each of the Foundations.

#### **Part 5 - Specific opportunities for growth potential**

- Summary of our conclusions in relation to specific opportunities for the growth potential of our area, including fit with the Grand Challenges
- Q. Do respondents agree with our conclusions in relation to the Grand Challenges or other key opportunities for growth potential in our area? Respondents will be asked to include any evidence for alternative conclusions.

Note that Part 5 will be treated as one section (rather than broken into sub-sections for each Grand Challenge/key opportunity).

#### **Part 6 - Other comments**

- Q. Are there any other comments that respondents would wish to make in relation to the future economy of the area

As the consultation responses are received, each response will need to be reviewed and coded so that common themes can be identified. A number of other research partners have carried out specific elements of work which feed into the overall evidence base. The way that the coding and analysis of the consultation responses is carried out is therefore particularly important so that themed feedback can be isolated and passed to each of our research partners so they can consider if it has a valid bearing on their findings.

As such, Coast to Capital are requesting quotes from specialist research companies to undertake full analysis of the consultation responses, including coding, and full reporting at summary and detailed levels as described under Expected Deliverables below.

## Format

The consultation questionnaire will be offered as an online survey only, hosted by Coast to Capital. There will be an option to download the questionnaire. Consultation responses will be exported electronically by Coast to Capital and provided to the appointed research company at timings to be agreed, based on frequency of responses.

## Expected deliverables

The research will cover the following elements:

- Helping Coast to Capital to finalise the consultation document ('user-proofing') prior to launch
- Inputting the responses into analytical software – these will be exported electronically by Coast to Capital at timings to be agreed
- Analysing all of the responses, including reading and 'coding' all responses for common themes (it is difficult to predict the response rate but we anticipate between 50 and 100 responses)
- Producing an interim and full final report on the findings, to include individual sections reporting on each of the questionnaire parts as outlined above
- Summary presentation slide deck on findings, to include individual sections on each of the questionnaire parts as outlined above
- All verbatim comments to be extracted and grouped from the responses (for each part of the questionnaire) and provided as a separate appendix or appendices to the report. A conversation will be had with the appointed research company, prior to commencement of the analysis, to agree how the comments can be coded and grouped in order that they can be shared with our other research partners who have worked on specific elements of the evidence base.

## Project timetable (indicative based on 6 week consultation launched on 19 September)

- Coast to Capital to finalise the consultation document: 16 – 19 September (with the input of the appointed research company)
- Coast to Capital aim to launch the consultation on 19 September and close on 31 October
- Appointed research company to commence inputting, coding and analysing the responses **during** the consultation period: 19 September – 31 October

- Appointed research company to produce and issue an interim report on partial findings by 14 October
- Appointed research company to complete analysis and produce and issue a full report on the findings with summary presentation slide-deck and appendix of verbatim responses by 15 November

## **Resources that will be provided**

Coast to Capital will provide the following documents:

- LIS consultation questionnaire and accompanying draft evidence base
- [Gatwick 360° Strategic Economic Plan](#)
- Coast to Capital branded presentation template

## **Reporting arrangements**

As a minimum, Coast to Capital will arrange for weekly telephone catch up meetings to ensure the project is on track and within scope.

In addition, Coast to Capital will ensure incoming consultation responses are shared with the appointed research company on a frequent basis, at times agreed based on volume of responses.

Interim and final reporting is at points and indicative dates given above under Project Timetable section.

## **Procedure or practices that must be complied with**

Any agency commissioned to undertake work for Coast to Capital must comply with the corporate governance policies. These policies can be found on the Coast to Capital [website](#).

## **How to apply**

To apply to undertake the Analysis of LIS consultation results project on behalf of Coast to Capital LEP, please submit a proposal, which includes:

- Outline of work to be undertaken in the form of a project plan including details in the Project Timetable section
- A detailed breakdown of costs associated with undertaking this project

- Links to recent examples of similar consultation reports that you have undertaken

Proposals should be submitted to Matthew Wragg, Strategy & Policy Manager at [matthew.wragg@coast2capital.org.uk](mailto:matthew.wragg@coast2capital.org.uk) no later than end of business on 12 September 2019. Successful applicants will be appointed within 5 business days of the closing date.

### **Contact details**

Any questions on the content of this brief or queries regarding submitting a proposal can be directed to Matthew Wragg. Contact details are listed below:

Matthew Wragg  
Strategy & Policy Manager  
01293 305965  
[matthew.wragg@coast2capital.org.uk](mailto:matthew.wragg@coast2capital.org.uk)

